



“Playtime... So good for me”

“Playtime... So Good for Me” is a statewide social marketing campaign developed by Alaska WIC and supported by USDA and Alaska State WIC Program. “Playtime” promotes positive family health and well-being by encouraging physical activity and child development through unstructured play. This educational campaign was developed by Alaska State WIC agency to provide local agencies appropriate physical activity and nutrition education materials that deliver accurate and consistent messages to participants. “Playtime” supports AK WIC vision to support Alaskan families in making nutrition decisions for life-long health and wellbeing.

Keeping young children physically active is an important strategy to promote health and well-being, especially as the prevalence of obesity is increasing even among preschool-aged children. Providing opportunities of unstructured play is important to promote the potential of young children’s social and cognitive development.

A kick-off event is scheduled during the Fall WIC Conference, October 28, 2005. Alaska WIC and all 17 grantees will incorporate “Playtime” messages throughout its programs by utilizing wall posters, mini-posters, brochures, activity balls, and activity handouts. The educational materials will be offered to approximately 27,000 WIC participants by individual counseling contacts, mailings, on-line education, referrals, and classroom settings. “Playtime” success will be assessed by surveys, data, and other evaluation tools for WIC providers and participants.

A repetitive, consistent message provides more opportunities for a public health education effort to be successful. Alaska WIC extends an invitation to other state programs, non-profit agencies, and other partners in Alaska who work with families to promote “Playtime”. Collaborating with other agencies to provide nutrition education and physical activity promotion is smart and cost effective.

Please join in the discussion to collaborate and promote “Playtime” statewide. Please contact Janelle Gomez, Janelle_gomez@health.state.ak.us, 907-269-8446, for more information.